

THE GGCC QUARTERLY NEWSLETTER

**VOLUME VI, ISSUE I JANUARY-MARCH 2011** 

# A Message From the Chair Doug Wrenn, Rodgers Consulting, Inc.

Am I the only one that feels like time is speeding up? It seems like yesterday I was packing away the holiday decorations, and now the first quarter of 2011 is drawing to a close. So let's take a collective deep breath and pause for a moment to consider what has taken place during these first three months of the year.

One of the most significant events was the decision by the Maryland Health Care Commission to issue a Certificate of Need to Holy Cross for the construction of a hospital in Germantown. The 93-bed facility will serve as the anchor for the Montgomery College Science and Technology Park. Not only will the hospital provide needed public health services to the Upcounty area, but it will also have a significant economic impact. The Chamber Board recently passed a resolution in support of the economic development and job creation that will come from the Montgomery College Science and Technology Park, including the proposed hospital.

And speaking of advocacy, the Chamber's voice was heard loud in clear by the Montgomery County Planning Board during a January meeting to review a request by the Financial Industry Regulatory Authority, Inc. ("FINRA") to extend their Adequate Public Facilities Validity Period in order to expand their existing office facilities located in the Decoverly Hall Office Park. Excerpts of the letter to the Board from our President, Marilyn Balcombe, was cited by Steve Silverman, Director of the County's Department of Economic Development as part of his testimony supporting FINRA's request. This was a key element in persuading the Planning Board to approve the extension and allow FINRA, the largest independent regulator for all securities

firms doing business in the United States, the ability to provide sufficient space for its long-term growth.

Another milestone occurred in February with the first meeting of the Chamber's Economic Development Committee. Created by the Board at the end of 2010, the Committee is charged with proactively working with the city, county, and state leaders to support economic development in Gaithersburg, Germantown, and surrounding jurisdictions. Toward that goal, the Committee met with former County Council member Mike Knapp who facilitated a discussion of the economic development challenges and opportunities facing this region. Mike remarked to the packed room that the composition of the Committee was indeed impressive, and in his view should be a force in shaping the growth and development of the Upcounty region.

And finally, the site plan resolution of approval for the Wegmans at the Shops at Seneca Meadows in Germantown was issued by the Planning Board earlier this year. With this approval we are one significant step closer to breaking ground for the construction of the first Wegmans in the County. The result will be more jobs and economic activity in our region.

So as the winter yields to spring and we consider what has occurred thus far in 2011, we should all take pride in some important steps we have taken together to improve our economic position in the region. And I am optimistic that our success will continue to grow in the months ahead.

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8th Annual
Wine
Tasting &
Charity
<b>Bake Sale</b>

Thursday May 19, 2011

5:30-7:30pm

Kentlands Mansion Gaithersburg

Tickets

\$35 Members \$65 Non-Members

Register/Info:





# Are You With Us??

**293 million mobile devices** are social media enabled in the USA alone, according to EZ Cash Online Internet Marketing.

Our Director of Marketing attended a PR & Marketing Boot Camp, where she learned that Facebook users interact with over 900 million objects and the average user is connected to 80 community pages, groups and events. Additionally more than 30 billion pieces of content (web links, news stories, blog posts, photo albums, etc) are shared each month.

In the age of social media, the rules have changed radically, and people today demand a more honest and direct relationship with the companies with which they do business. Social media marketing facilitates a conversation

between the brand and the customer, thereby engaging the two parties in such a way that loyalty is solidified. Social media is one way of capitalizing on the need to be connected to your clients and thus allowing both the brand and the customers to maintain the conversation & stay in touch.

Stay up to date with all the latest **GGCC Happenings** and **Member News** when you subscribe to any one of the following social media platforms. Are you with us?? Find us









# **Welcome New Chamber Members**

300 Shady Grove Bowling Center Alicia Dinwiddie 15720 Shady Grove Road Gaithersburg, MD 20877 adinwiddie@threehundred.com www.300shadygrove.com

California Pizza Kitchen Yanira Castro 136 Boardwalk Place Gaithersburg, MD 20878 ycastro@cpk.com www.cpk.com

Capital BCS Consulting
Richard Franetzki
20203 Goshen Road
Suite 240
Gaithersburg, MD 20879
richard@capitalbcs.com
www.capitalbcs.com

Capital One Bank
Susy Quispe
19781-83 Frederick Road
Germantown, MD 20876
susy.quispe@capitalone.com
www.capitalone.com

Capital One Bank
Joseph Anderton
19801 Century Boulevard
Germantown, MD 20874
joseph.anderton@capitalone.com
www.capitalone.com

Capital One Bank
Yul Holloway
13408 Kingsview Village Avenue
Germantown, MD 20874
yul.holloway@capitalone.com
www.capitalone.com

Capital One Bank
Traci Lovelace
18006 Mateny Road
Germantown, MD 20874
traci.lovelace@capitalone.com
www.capitalone.com

Clark Construction Services
Vie Clark
126 Thurgood Street
Gaithersburg, MD 20878
vclark@clarkconstructionservices.com
www.clarkconstructionservices.com

CommunityLink
Bonnie Ebers
4742 Holts Prairie Road
PO Box 306
Pickneyville, IL 62274
bonnie.ebers@communitylink.com
www.communitylink.com

The Design Pond
Mike James
21100 Silver Birch Lane
Germantown, MD 20876
michael@designpond.com
www.designpond.com

Goal Getters
Walter Borotto
38 Golden Ash Way
Gaithersburg, MD 20878
walter@beagoalgetter.com
www.beagoalgetter.com

Kumon of Gaithersburg Montgomery Village
Jeongrim Lee
811 Russell Avenue
Suite F
Gaithersburg, MD 20879
jeongrimlee@ikumon.com
www.kumon.com/gaithersburg-MV

Lakeforest Mall
Nate Centeno
701 Russell Avenue
Gaithersburg, MD 20877
ncenteno@simon.com
www.shoplakeforest.com /
www.simon.com

M&M Cleaning Solutions, LLC
Paul McCook
20205 Laurel Hill Way
Germantown, MD 20874
mmcleaningsolutions@gmail.com
www.mmcleaningsolutions.com

Macris, Hendricks & Glascock, P.A. Scott Roser 9220 Wightman Road Suite 120 Montgomery Village, MD 20886 sroser@mhgpa.com www.mhgpa.com

Mercy Health Clinic
Ashley Ripka
7-1 Metropolitan Court
Gaithersburg, MD 20878
ashley.ripka@mercyhealthclinic.org
www.mercyhealthclinic.org

Montgomery Country Club
Justin Hancher
20908 Golf View Drive
Laytonsville, MD 20882
jhancher@traditionalclubs.com
www.montgomerycc.com

Montgomery County EFCU
John Pierson
19785 Crystal Rock Drive
Suite 201
Germantown, MD 20874
jpierson@mcefcu.org
www.mcefcu.org
SEE MORE, CONTINUED PAGE 4

# **Save The Dates**

Tuesday, April 12 7:30-9:00am Business Networking Before Nine Johns Hopkins University MC

Wednesday, April 27
11:30 am—1:00 pm
Business Card Exchange Lunch
Buca di Beppo

Thursday, May 19
5:30-7:30pm
8th Annual Wine Tasting
Kentlands Mansion

Wednesday, May 25
11:30 am—1:00 pm
Business Card Exchange Lunch
Growlers of Gaithersburg

Thursday, June 23
5:30-7:30pm
Business Networking After Five
Mid-Atlantic Federal Credit Union

Friday, August 12
Save The Date
Annual Public Safety Awards
Breakfast
Sponsorships available

Friday, September 9
Save The Date
Annual Business Golf Classic
Sponsorships available

More Events Online!!

Advance registration is requested.

To Register, Please Visit:

www.ggchamber.org

# **MEMBER EVENT PHOTOS**

Want to see more photos, you can at www.ggchamber.org/photogallery

















# Special Thanks To Our Event Sponsors This Quarter

Asbury Methodist Village, Crowne Plaza Rockville, DeLeon & Stang, CPAs & Advisors, Habitat for Humanity of Montgomery County, Holiday Inn, OBA Bank, Peak Investment Advisors, Inc.

# **GGCC Member Spotlight...**



Gaithersburg elected officials and staff joined representatives of Archstone, the Department of Housing and Urban Development, and other community leaders in a ceremonial ground breaking for Archstone at Olde Towne, an exciting new transit-oriented residential property slated to open in the Spring of 2012. The 389-unit, five story rental development is a key part of the ongoing revitalization of Olde Towne Gaithersburg, the City's historic center.



McShea & Company, Inc. announced the appointment of Joseph "Joe" R. Friedman as Vice President of Investment Sales. Joe will be responsible for leading and growing the company's Investment Services Group.

Montgomery County Executive Isiah Leggett announced the launch of a **Transit Task Force** with the mission of making a comprehensive rapid transit system a reality in Montgomery County. The Task Force will advocate for developing and implementing a system that is consistent with state transportation objectives and complements regional transit operations. And we are proud to announce that our own **Marilyn Balcombe** is a member of this group.



Congratulations to **Mid-Atlantic Federal Credit Union**, who has been nominated by the **Washington Business Journal** for the Jefferson Award for their commitment to public service: they volunteered for 1,300 hours and gave more than \$32,000 to organizations in 2010.



Montgomery College President
DeRionne Pollard and the Montgomery
College Board of Trustees joined federal,
state, county elected officials and business
partners at a groundbreaking ceremony for
the future Bioscience Education Center,
which will feature science classrooms and
laboratories on the College's Germantown
Campus.

# What are Members are Saying:

"This is an exciting and great day for the Montgomery College, Germantown and Montgomery County as they break ground for the New Bioscience and Education Center. Montgomery College has been an outstanding neighbor for the past 30 years and we looking forward to seeing the development and expansion of their campus as well as the new Holy Cross Hospital" - Jim Muir, Hughes Network Systems

"The Bioscience Education Center is just the first step in the development of the greater Science and Technology Park at Montgomery College in Germantown. Montgomery College is known for preparing students well for the Bioscience work force that is such a significant part of community" - Jerry Therrien, Therrien & Waddell, Inc.

# **GGCC New Members Continued...**

MyRealtyTeam Real Estate LLC lbi Sofillas 22220 Centerfield Way Germantown, MD 20876 ibi@myrealtyteam.com www.myrealtyteam.com

Patch.com Jill Yager jill.yager@patch.com. www.patch.com

Peak Investment Advisors, Inc.
Daniel Falk
100 Lakeforest Boulevard
Suite 650
Gaithersburg, MD 20879
dan@peakiateam.com
www.peakiateam.com
PointOak Advisors
Melissa Prokop

7201 Wisconsin Avenue, Suite 630 Bethesda, MD 20814 mprokop@pointoak.com www.pointoak.com

Premier Values Magazine of Mo. County Jim Bindeman c/o 12189 Hidden Brook Terrace North Potomac, MD 20878 jimb@thepremiermagazine.com www.premiervaluesonline.com

Safeguard Printing & Promotional Products Brenda Poole 17809 Caddy Drive Derwood, MD 20855 bpoole@gosafeguard.com www.gosafeguard.com/sboyer Wachovia Bank - Wells Fargo Company Serj Arutyunyan 12161 Darnestown Road Gaithersburg, MD 20878 serj.arutyunyan@wellsfargo.com www.wachovia.com

WPS Solutions, Inc. Stephanie Waltz 14500 Byers Road Hagerstown, MD 21742 swaltz@wpssolutions.com www.wpssolutions.com

D&D Consulting and Training Joseph Ponpiglia 10413 Windfall Court Damascus, MD 20872 joe.p@consultandtrain.com www.consultandtrain.com

# **Growth Accelerators**



Accelerated Growth Consulting is a strategy and growth consultancy that helps business owners and senior executives grow their businesses faster and be more effective leaders. President, Bruce Johnson, shares his biz building ideas at www.acceleratedgrowth.org.

One of the unfortunate realities of growing any business is that to grow faster you need to leverage the time, talents, and energy of other people. The reason I say, "Unfortunately," is because whenever you engage other people in any process, the potential for conflict and misunderstanding radically increases.

What makes this even worse is that the vast majority of business owners and senior leaders suffer from two very common problems.

- **1.** They tend to lead everyone the same way and
- **2.** The way they tend to lead everyone is the way they like to be led

Both of these are fundamentally flawed practices that lead to a whole string of negative outcomes (increased conflict, lost time, reduced productivity, low morale, lost revenues, etc.).

The reason these are flawed practices is because no matter what your personality type—more people are UNLIKE you than like you. For example, let's say you're a big picture type of person (in Myers Briggs® language an NT). You get an idea in your gut and you act on it. You don't want lots of details. You want the freedom to design the solution the way

you want to design it. And because you're pretty good at what you do, it's worked for you.

Now, you're leading a team of people in your business. Since your style has worked for you, the natural tendency will be for you to lead everyone else the way that you've found has been successful for you. Unfortunately, most people are not like you.

For example, let's take Sally (in Myers Briggs® language, let's say she's an SJ). Sally isn't a big picture type of person—nor does she go by her gut. Sally is a detail person who wants very clear directions, step-by-step, of what she's supposed to do because the driving force of her life is to do things right.

So, when you try to lead Sally by simply giving her a general idea of what she's supposed to do (which is what you like), what are you doing for Sally? Exactly! You're frustrating her. You're hindering her performance. And you're asking her to be like you—which is not what leaders are supposed to do.

The job of any leader is to produce results through their people. In other words, it's not the job of Sally to be like you, it's your job to understand Sally (and your other

employees) and work with them and communicate with them in ways that connect with them and their personality types (not the reverse). Which means that your people may not be as much of a problem as you think. The core problem may be you.

So, what's the solution? The solution is to learn and study some kind of personality profile system (my preference is the Myers Briggs® temperaments, www.PersonalityTypeLeadership.com, but you could also use the DiSC or Strengths Finders or ...). The key is that you have to find and own one system so that you can speed read people and instantly know certain things about them-which can then help you moderate the way you lead so that you can decrease staff conflict, increase team productivity and become a better leader—all of which sounds like a rather wise objective for starting 2011!

Bruce D. Johnson is the President of Accelerated Growth Consulting, a consulting, speaking and executive coaching firm that helps business owners CEOs of small and medium-sized businesses grow their businesses, leadership and profits faster. He can be reached at bruce @acceleratedgrowth.org.

# **Committees at Work**

The greatest thing you can do for your business and to maximize your Chamber membership is to get involved. The Chamber has four primary committees and a number of supporting subcommittees.

All GGCC Members are welcome to attend any committee meeting.

We have **two great opportunities in April** for you to become more involved in what is happening in the Upcounty.

1) Wednesday, April 13<sup>th</sup>, 8:00 AM – GGCC Legislative Speaker Series: this month we will host the City of Gaithersburg Councilmembers Jud Ashman, Cathy Drzyzgula, Henry Marraffa, Michael Sesma, and Ryan Spiegel. There is a lot of economic development happening in the City. Come and learn more about the growth in the City. Location: Chamber Annex, 4 Professional Drive, Suite 141.

2) Tuesday, April 26<sup>th</sup>, 8:30 AM – GGCC Economic Development Committee: this month we will get a briefing on the site plans for the new Holy Cross Hospital to be built on the Montgomery College Germantown Campus. This is an exciting project and a great time to learn more about it. Location: Goldenrod Building, Provost Conference Room, Montgomery College Germantown Campus.

It is critical to the health of the Chamber that members have input into the programs and activities. Therefore, all GGCC members are encouraged to become involved in the committee of their choice.



# **GGCC Committees at a Glance:**

# ♦ Legislative Affairs

Meets the second Wednesday of every month, 8:00am

**♦** Economic Development

Meets the third Thursday of every month, 8:30am

 Member Recruitment and Retention

Meets the third Wednesday of every month, 8:00am

Member Programs

Meets the second Wednesday of every month, 12:00pm

Golf

Coming Soon

Please check out the Events Calendar for the latest committee meetings by visiting www.ggchamber.org.

# County Transit Task Force Moving Forward



In February, County Executive Ike Leggett announced the formation of his Transit Task Force. The Task Force is chaired by Mark Winston, an attorney from Glazer Winston Honigman Ellick, PLLC.

The Montgomery County Transit Task Force, a public-private partnership, is the only organization focused exclusively to make a comprehensive rapid transit system in Montgomery County a reality for its citizens and businesses. The mission of the Task Force is to advise the County Executive on how to achieve his vision, and to be advocates for developing and implementing a world-class, countywide, rapid transit system that is safe, efficient and effectively moves people throughout the county.

The comprehensive rapid transit system will be consistent with state transportation objectives and will be complementary to regional transit operations. The system will provide improved mobility for its riders, will improve the county's quality of life, will

stimulate economic development in the County, and will improve air quality, reduce greenhouse gases, and reduce energy consumption.

We are pleased to announce that GGCC President and CEO was appointed to the Task Force. With her expertise on the Corridor Cities Transitway, we know she will be a great asset to the team.

# **GGCC & CQI Partner to Help You**

As part of an ongoing effort to provide value to our members, the GGCC has partnered with energy experts **CQI Associates** and is happy to announce the Spring 2011 enrollment campaign for the Commercial Energy Co-op.

Deregulation laws in Maryland now give you the choice in who supplies your businesses' electricity or natural gas. CQI and the GGCC Commercial Energy Co-op is available to all Chamber members.

Chambers of Commerce are built upon the core concept of many businesses coming together to accomplish what no one business can do alone. Energy Purchasing Cooperatives are based upon the same premise: bringing members together to procure energy at rates lower than any single member can purchase on his or her own.

CQI-Chamber Energy Cooperatives remain the industry leader in this exciting program designed to help businesses realize long-term budget stability. CQI Associates is the first energy management consulting firm in the region to offer both commercial and residential energy purchasing cooperatives and can save the average customer 8-15% on an annual basis. Deadline is April 15.

For more information visit our web page at:

www.ggchamber.org/community.asp

OR Chris Swee

Contact Chris Swope at

chris@cqiassociates.com

# **Book Festival: May 21**

A Perspective by Laura Rowles Director of Events & Marketing



Would you be interested in meeting more than 50 nationally known, award-winning and best-selling authors right here in Montgomery County? If the answer is yes, mark May 21 on your calendar so you don't miss the 2nd Annual Gaithersburg Book Festival, which will take place on the grounds of City Hall in Olde Towne Gaithersburg. If you're anything like me, you'll have an amazing time.

My involvement with the festival started in 2009 after receiving a letter from Mayor Sidney Katz asking for volunteers to help plan what was going to be the first ever celebration of literature in Gaithersburg. Now, almost two years later, I'm part of what I call an elite group of some the most amazing people I know. And even though I'm not an avid

reader, my passion for writing made me want to be part of this committee.

After months of planning and a lot of hard work, the day of the inaugural Gaithersburg Book Festival arrived last May. No one knew what the turn-out would be or whether the vision of City Councilmember Jud Ashman to create "the area's premier literary event" would become a reality. But we worried for no reason, because last year's festival not only met – it truly exceeded – any expectations.

We hosted readings and signings by 56 featured authors, including a 2010 Pulitzer Prize winner, a National Book Award winner, a Newbery Medal winner and more than a half dozen national best-selling authors; eight hands-on workshops; and a children's village chock

full of fun activities. And did I mention that 8,000 people showed up?

With a successful first go under our belt, we immediately began planning an even bigger and better event for this Spring. (Nope, no time off for the busy book festival bees!) And I believe this year will outdo last year's festivities. On May 21, you'll find more than 50 featured authors who range from national bestselling and award-winning authors to local up-and-comers; writing workshops; a Children's Village; a Coffee House with poets and singers/songwriters; onsite book sales, both new and used; exhibitors and more. Admission, parking, and shuttle bus rides are free.

For more information please visit www.gaithersburgbookfestival.org.

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David Edgerley

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HarVest Bank of Maryland

VC, Economic Development Scott Wallace

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VC, Member Attraction & Retention Ron Dimaranan

Mid-Atlantic Federal Credit Union

VC, Member Programs Colette Releford

Strive Business Solutions

Immediate Past Chairman

mmediate Past Chairn Robert Jepson

Adventist HealthCare

# **GGCC STAFF**

President / CEO

Marilyn Balcombe mbalcombe@ggchamber.org

. . . . .

Director of Events & Marketing Editor-In-Chief

Laura Rowles

Irowles@ggchamber.org

Donna Gallagher dgallagher@ggchamber.org

> Bookkeeper Fileen Miller

emiller@ggchamber.org

# Featured Board Member: Colette Releford



Colette Releford is the founder and President of Strive Business Solutions. Her career spans more than 20 years in Process Documentation Management, Business Writing and Professional Consulting. Her experience involves working in a variety of industries including Industrial,

Hardware, Software, Professional Services, Real Estate and Construction. Within these industries Colette has worked in a variety of supervisory roles.

Her strengths include a detailed understanding of sales and marketing systems and how they interact with other divisions in small to medium sized companies. She also is skilled in the areas of business writing & documenting critical processes in order to facilitate growth and efficiency within an organization.

In starting Strive Business Solutions, Colette has developed a company that is designed to help small and medium size companies to be more effective and efficient. This then enables companies to be able to compete at a higher level. Strive does this by offering a suite of services that includes Business Process Management Writing, Risk Management

products and Professional Services Consulting.

In working with clients Strive begins with a detailed Discovery Session to better understand the goals, vision, organization and management style of the clients. From this session clients are presented with a customized solution to meet their needs. These solutions involve using a variety of tools including flowcharts, step by step directions and SWOT analysis.

# Some of Colette's Achievements:

- \* Small Business columnist: examiner.com
- \* 2009 Gaithersburg Germantown Chamber of Commerce Small Business of the Year, Exceptional Volunteer Awards and member of the Board of Directors, Vice Chair Events, Executive Committee
- \* Sales, Marketing, Business and Knowledge Process Improvement (Multiple Industries) President's Club for Sales 3 consecutive years (Multi-family Industry)
- \* Business Writing Projects including proposals, RFP's business plans, articles and information (Multiple Industries)
- \* Bids and proposals totaling over \$4 million in business (Multiple Industries)

# To Contact Colette:

Email: Info@strivebusinesssolutions.com

Phone: 301-591-0940

Website: www.strivebusinesssolutions.com

# **Meet Our New Board Member: Stuart Barr**



The Gaithersburg-Germantown Chamber of Commerce (GGCC) has a new addition to its Board of Directors. Stuart Barr, Principal with Lerch, Early & Brewer, Chartered, will join the Chamber board this month. The Board shapes the future of the Chamber and

works very hard to make the GGCC an outstanding organization.

"Stuart has been very active on the Corridor Cities Transitway Coalition. He has shown great leadership in helping to move this project forward. We are delighted to have him on our Board." stated GGCC President Marilyn Balcombe.

Stuart Barr is a land use and zoning attorney at Lerch, Early & Brewer. His law practice encompasses the areas of land use, planning,

zoning and rezoning, real estate development and redevelopment, master plans and sector plans, due diligence, building, use and occupancy, and other permits, water and sewer category changes, condemnation and eminent domain, administrative law, annexation, and historic preservation.

Stuart represents a wide range of clients before the Montgomery County Planning Board and planning staff; the Board of Appeals; the Montgomery County Council; the Montgomery County Departments of Permitting Services, Environmental Protection and Transportation; the Historic Preservation Commission; and before other agency departments and commissions throughout Montgomery County. Stuart also appears regularly before the planning commissions, boards of appeals, mayors and councils, departments and agencies in the City of Rockville and the City of Gaithersburg.



# Gaithersburg-Germantown Chamber of Commerce, Inc.

4 Professional Drive, Suite 132 Gaithersburg, Maryland 20879 301-840-1400 Fax: 301-963-3918 info@ggchamber.org

www.ggchamber.org

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# The Gazette

















